

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT & COMPANY, INC.

Ad No. 1960-AA-(RED REGATTA)- Req. No. M91368-Page 4/c - (9 1/4" x 11 1/2"), National Enquirer, 1986

(604)

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Get a taste of it.

Merit

The low tar flavor break.



SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Kings: 8 mg. "tar," 0.5 mg. nicotine av. per cigarette, FTC Report Feb. '86.



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